1. (Currently amended) A method of portably handling ~~entertainment~~ media <u>files</u> comprising:

    <u>transferring a media file that is non-encoded with any usage limitation, the transferring occurring without prior consideration of whether any usage limitation exists for the transferred non-encoded media file, from a first memory to</u> ~~storing in~~ a memory of a portable digital storage module ~~non-encoded entertainment media that is not encoded with any authorized usage condition~~; and

    ~~after the storing step is completed,~~ encoding the portable digital storage module with access instructions <u>that are executed by a controller in the portable digital storage module for</u> defining <u>an</u> ~~a prescribed~~ authorized usage condition of the <u>transferred</u> ~~stored~~ non-encoded ~~entertainment~~ media <u>file, wherein after the encoding step is completed, the media file remains non-encoded regarding any usage limitation</u>.

2. (Currently amended) The method of claim 1, wherein the <u>transferring</u> ~~storing step~~ further comprises transferring a copy of the non-encoded ~~entertainment~~ media <u>file</u> from a purchase center into the memory of the portable digital storage module.

3. (Currently amended) The method of claim 2, wherein the <u>transferring</u> ~~storing step~~ further comprises downloading the non-encoded ~~entertainment~~ media <u>file</u> from a remotely located database.

4. (Currently amended) The method of claim 1 wherein the <u>transferring</u> ~~storing step~~ further comprises <u>transferring</u> ~~storing~~ two or more non-encoded ~~entertainment~~ media <u>files</u> into the memory of the portable digital storage module.

5. (Currently amended) The method of claim 37 wherein the retrieving ~~step~~ is characterized by the digital format player device including at least one of a notebook computer, a personal movie player, and a seatback-mounted movie viewer.

6. – 7. (Canceled)

8. (Currently amended) The method of claim 1 wherein the <u>transferring</u> ~~storing step~~ is performed in a broadband frequency format.

9. (Currently amended) A portable digital storage module comprising:

an enclosure that is removably engageable with each of a plurality of digital devices;

a memory in the enclosure;

an interface in the enclosure configured to operably communicate with a first digital device

of the plurality of digital devices to transfer ~~store~~ to the memory a non-encoded

~~entertainment~~ media file that is not encoded with any usage limitation ~~condition,~~ the

transfer occurring without prior consideration by the first digital device or the portable

digital storage module of whether any usage limitation exists for the transferred non-

encoded media file; and

a controller in the enclosure configured to respond to access instructions that are encoded to

the digital storage module via the interface ~~after the non-encoded entertainment media~~

~~has been stored to the memory~~ to enable the interface to operably communicate with a

second digital device of the plurality of digital devices to playback the non-encoded

~~entertainment~~ media file in accordance with an ~~a prescribed~~ authorized usage condition

defined by the access instructions, the media file remaining non-encoded regarding any

usage limitation throughout and after the controller responds to access instructions that

are encoded to the digital storage module.

10. – 18. (Canceled)

19. (Currently amended) The method of claim 1 wherein the encoding ~~step~~ is characterized

by the ~~prescribed~~ authorized usage condition granting permission to playback the transferred ~~stored~~

non-encoded ~~entertainment~~ media file a finite number of times.

20. (Currently amended) The method of claim 1 wherein the encoding ~~step~~ is characterized by the ~~prescribed~~ authorized usage condition granting permission to playback the <u>transferred</u> ~~stored~~ non-encoded ~~entertainment~~ media <u>file</u> within a finite period of time.

21. – 23. (Canceled)

24. (Currently amended) The method of claim 1 wherein the <u>transferring</u> ~~storing step~~ is characterized by the non-encoded ~~entertainment~~ media <u>file</u> comprising audio data.

25. (Currently amended) The method of claim 24 wherein the <u>transferring</u> ~~storing step~~ is characterized by the non-encoded ~~entertainment~~ media <u>file</u> comprising video data.

26. (Currently amended) The method of claim 1 wherein the encoding ~~step~~ is characterized by a predetermined association between a user-selected purchase price for the <u>transferred</u> ~~stored~~ non-encoded ~~entertainment~~ media <u>file</u> and the corresponding ~~prescribed~~ authorized usage <u>condition</u>.

27. - 31. (Canceled)

32. (Currently amended) The method of claim 1 wherein the encoding ~~step~~ is characterized by automatically deleting the <u>transferred</u> ~~stored~~ non-encoded ~~entertainment~~ media <u>file</u> from the memory <u>of the portable data storage module</u> according to the ~~prescribed~~ authorized usage <u>condition</u>.

33. – 36. (Canceled)

37. (Currently amended) The method of claim 1 further comprising retrieving the <u>transferred</u> ~~stored~~ non-encoded ~~entertainment~~ media <u>file</u> from the memory of the portable digital storage module with a digital format player device in accordance with permission granted by the access instructions.

38. (Currently amended) The method of claim 26 characterized by the user-selected purchase price being determined by a user's input to a point of purchase system~~, wherein the stored non-encoded entertainment media resides in the memory of the digital storage module prior to the user's input~~.

39. (Currently amended) The method of claim 1, further comprising after a request for a usage of the <u>transferred</u> ~~stored~~ non-encoded ~~entertainment~~ media <u>file</u>, changing the encoded access instructions and thereby changing the ~~prescribed~~ authorized usage condition of the <u>transferred</u> ~~stored~~ non-encoded ~~entertainment~~ media <u>file</u> in relation to the request for a usage of the <u>transferred</u> ~~stored~~ non-encoded ~~entertainment~~ media <u>file</u>.

40. (New) A method of portably handling media files comprising:

transferring a media file that is non-encoded with any usage limitation, the transferring

occurring without prior consideration of whether any usage limitation exists for the

transferred non-encoded media file, from a first memory to a memory of a portable

digital storage module; and

encoding the portable digital storage module with access instructions defining a

predetermined association between a user-selected purchase price for the media file and a

corresponding authorized usage condition of the media file, the encoded access

instructions executed by a controller in the portable digital storage module for enforcing

the authorized usage condition of the transferred non-encoded media file, wherein after

the encoding the portable digital storage module is completed, the transferred media file

remains non-encoded regarding any usage limitation.

41. (New) The method of claim 40 wherein the transferred non-encoded media file resides

in the memory of the digital storage module prior to an input of the user-selected purchase price.

42. (New) The method of claim 26 wherein the transferred non-encoded media file resides

in the memory of the digital storage module prior to an input of the user-selected purchase price.